

# **MINUTES OF THE REGULAR MEETING OF THE TOBACCO USE PREVENTION AND CESSATION EXECUTIVE BOARD**

**October 19, 2000**

The regular meeting of the Tobacco Use Prevention and Cessation Executive Board was called to order at 1:50 p.m., E.S.T., in Rice Auditorium of the Indiana State Department of Health (ISDH) Building by Bain Farris, Chairman. The following Executive and Advisory Board members were present for all or part of the meeting:

Bain J. Farris, Chairman  
Ms. Ronnie Greenberg  
Alan Snell, MD  
Robert Keen, PhD  
Michael Blood, MD  
Peggy Voelz  
Robbie Barkley  
Stephen Jay, MD  
James Jones  
Pamela Peterson-Hines  
Mohammad Torabi, PhD  
J. Michael Meyer  
Karla Sneegas  
Richard D. Feldman, MD (Ex-Officio)  
John Viernes for Katie Humphreys (Ex-Officio)  
Phyllis Lewis for Suellen Reed, EdD (Ex-Officio)  
Greg Ullrich for Karen Freeman-Wilson (Ex-Officio)  
Steven Guthrie (Advisory Board)  
Kate Taylor (Advisory Board)  
Heather McCarthy (Advisory Board)  
Arden Christen, DDS (Advisory Board)

The following Executive and Advisory Board members were not in attendance:

Steve Simpson, MD  
Richard Huber, MD  
Patricia Hart  
Alice Weathers  
Bennett Desadier, MD (Advisory Board)  
Steve Montgomery (Advisory Board)  
Diana Swanson, NP (Advisory Board)  
Olga Villa Parra (Advisory Board)

Cecelia Bordador (Advisory Board)  
Nadine McDowell (Advisory Board)  
Robert Arnold (Advisory Board)  
Diane Clements (Advisory Board)  
Kay Wheeler (Advisory Board)

Others in attendance:

Eric Scroggins, State Personnel  
Penny Davis, Indiana Excise Police  
Darla Shields, MZD Advertising  
Sharon Shotts, MZD Advertising  
Harry Davis, MZD  
Anthony Howell, Indiana Minority Health Coalition  
John Smith, American Lung Association of Indiana  
Anita Gaillard, St. Francis Hospital  
Dr. Rick Markoff, STAR Alliance  
Phil Hockemeyer, STAR Alliance  
Chip Garver, Baker & Daniels  
Kelly Alley, Smokefree Indiana  
Korey Antonelli, IPRC/TRIP  
Lisa Cole, Mad Science of North Central Indiana  
Sandy Cummings, Marion Co. Health Dept.  
Becky Tuttle, Marion Co. Health Dept.  
Lillian Henegar, Governor's Commission for a Drug Free Indiana  
Shirley Lindsey, Bloomington Hospital  
Lawrence Vesely, Bloomington Hospital  
Mike Pitts, Indiana Petroleum Marketers & Convenience Store Association  
Susan Brooks, Ice Miller  
Robin Beck, Ice Miller  
Bill Ullrich, Attorney/Consultant  
Eileen Taylor

***I. Minutes***

Mr. Farris asked for discussion and/or corrections to the September 21, 2000, minutes. Hearing no corrections Mr. Farris entertained a motion to approve the September 21, 2000, minutes as distributed. On a motion made by Mike Meyer, seconded by Ronnie Greenberg, and passed unanimously, the Board approved the September 21, 2000, minutes as distributed.

## **II. Administrative Update**

### **Mission Development Work Group**

Dr. Snell, Chairman, reported that the Mission Development Work Group met today at noon to finalize the Mission Statement for Board approval. The final draft Mission Statement was distributed for discussion and/or approval. Doctor Torabi made a motion to accept the Mission Statement as presented, it was seconded by Doctor Jay. Mr. Farris asked for discussion from the Board. Doctor Feldman suggested that more direct language that deals with “changing the tobacco use cultural and social acceptability” be added. Doctor Keen suggested that “cultural change” also be added to the first section. Discussion was tabled until the end of the meeting.

At the end of the Board meeting an updated Mission Statement was distributed for review and approval. The floor was opened with Doctor Torabi’s motion and Doctor Jay’s second. Mr. Farris asked for further discussion. Upon hearing none he called for the vote and the Board unanimously approved the final version of the Mission Statement.

### **Long-Range State Plan Development**

Mr. Farris asked for additional volunteers to work on the Long-Range State Plan. To date the Committee consists of Karla Sneegas, Chairperson; Jim Jones; Pamela Peterson-Hines; Doctor Torabi; and Doctor Snell. Ms. Greenberg volunteered to be on the Committee as well.

### **Executive Director Search Committee**

Mr. Farris reported that the Committee will be preparing a questionnaire to send to the qualified candidates to streamline the interview process. State Personnel triaged 57 applications from eight states. The Committee reviewed these applications and compiled a smaller group of applicants to be interviewed. When the group is comprised of two or three applicants then the Board will determine how they want to be included in the final interview process. Peggy Voelz asked about the timeline to hire the Executive Director. Mr. Farris stated that the target is still to hire an Executive Director by the end of the year.

### **Evaluation Committee**

Mr. Farris stated that Doctor Jay has agreed to chair this committee. This Committee will provide oversight and guidance to the evaluation of grantee performance. The Committee consists of Doctors Blood, Huber, Feldman, Keen, Simpson, Snell and Torabi.

Doctor Blood distributed a copy of an article from his local newspaper, the *Journal Review*, that deals with local retailers fined for cigarette sales to minors.

### **III. Overview of Centers for Disease Control and Prevention (CDC) Programs Related to Tobacco**

Mr. Farris introduced Dearall R. Niemeyer, MPH, Chief, Program Services Branch, National Center for Chronic Disease Prevention and Health Promotion, Office on Smoking and Health at the CDC.

Mr. Niemeyer distributed information on Best Practices for Comprehensive Tobacco Control Programs (August, 1999); Reducing Tobacco Use – A Report of the Surgeon General-2000; Healthy People 2010 Objectives; State Tobacco Control – 1999 Highlights; Chronic Diseases and Their Risk Factors: The Nation’s Leading Causes of Death – 1999; CDC’s Tips: Tobacco Information and Prevention Source from their web page; Institute of Medicine’s Report on State Programs Can Reduce Tobacco Use; and Tobacco Use Among U.S. Racial/Ethnic Minority Groups – A Report of the Surgeon General.

Mr. Niemeyer commented that the Board’s Mission Statement definitely hits the mark as it relates to all tobacco products. Partnerships are critical for outreach success.

Mr. Niemeyer stated that Indiana is the only state that met the CDC minimum guidelines on tobacco control.

Mr. Niemeyer addressed the following topics:

- Evaluation Strategies – effectiveness and cost
- Media: what works and what to stay away from
- Tobacco Retailer Licensing
- Contracting Outreach Services
- Dollars vs. Education vs. Treatment vs. Enforcement
- Creative Programs
- Pitfalls to Avoid
- Compliance as it relates to sale of tobacco products to youth

Mr. Neimeyer stated that cessation and treatment has been sorely underfunded. Getting physicians and health care providers to advise and counsel on tobacco use can increase the success rate 50%. Licensing of tobacco retailers will not change the behavioral outcome. Compliance checks have not brought down the prevalence of tobacco use. CDC has an evaluation and media group that is available to provide information. CDC has guidelines for schools, therefore, the RFPs for schools should state “implement the CDC guidelines”. Local programs on anti-tobacco use are a big scare to tobacco companies. CDCs Best Practices provide a great framework to build upon.

Mr. Farris asked for questions from the Board.

Karla Sneegas asked whether the Board should look at product regulation as a policy recommendation, i.e. fire safe cigarettes, etc. Mr. Neimeyer stated that if product regulation could bring about education on the health aspects of not using tobacco then it could be an effective strategy.

Doctor Jay inquired about data on the allocation of resources for a youth focus, non-youth focus and a hybrid mix focus. Mr. Neimeyer stated that you need a balanced change in thoughts and environment, i.e. family, education, social activities. If you can prevent initiation you will make major health differences in the long run.

Doctor Snell asked what help states could expect from the federal government. Mr. Neimeyer stated that the federal government is currently providing funding to every state, although it is a possibility that this funding will be terminated because of the tobacco settlements.

Doctor Keen inquired about local community mobilization plans and what to look for when evaluating them. Mr. Neimeyer suggested: 1) looking at what Oregon did. They developed a tool kit that not only stated the amount of funds available but what they wanted done with the funds. 2) multiple approaches to solving the problem. 3) seed money to get started and develop a plan to meet the stated objectives.

Mr. Farris asked for questions from the public.

Anthony Howell from the Indiana Minority Health Coalition asked if CDC has guidelines that address the adverse effects of tobacco use in Native Americans. Mr. Neimeyer stated that the Surgeon General just issued a Report on Tobacco Use Among U.S. Racial/Ethnic Minority Groups. Native Americans are included in this report. CDC has also funded five regional centers that are going to work on tobacco from a Native American perspective. Mr. Howell also asked about the California program entitled SHOUT. Mr. Neimeyer stated that it has a lot of good aspects but it has not been strongly evaluated.

Mr. Richard Markoff, STAR Alliance, asked if the CDC evaluated the ads by the Partnership for a Drug-Free America. Mr. Neimeyer stated that he has not seen the evaluation of these ads. Mr. Markoff also stated that according to STAR Alliance data marijuana use has gone up. Mr. Neimeyer responded that CDC does not collect a lot of data on marijuana use. Although cigarette use is a gateway to other drug use.

Mr. Farris stated that local infrastructures need to be developed because: 1) a community-based anti-tobacco program will have more impact; 2) dollars can be leveraged with existing funding; and 3) there are no singular answers.

Ms. Greenberg asked how the Board will be determining the three areas to use for the RFPs and the timetable. Mr. Farris stated that he will bring three priorities to the November Board meeting for the Board to discuss and/or agree on. Additional resources will be needed to help prepare RFAs.

Doctor Keen suggested that local community RFPs should be the first priority since they will need time to develop their plans.

Karla Sneegas requested that draft RFPs be sent out prior to the Board meeting to provide sufficient time for review.

Mr. Farris asked the representatives from the Bloomington Hospital to postpone their presentation until the November Board meeting.

Grant Monahan, Indiana Retail Council, distributed information about a free training session on the "We Card" program.

Karla Sneegas announced that the National Cancer Institute has published their 11<sup>th</sup> monograph on state and local legislative action to reduce tobacco use. She has purchased one for every Board member and will bring them to the November Board meeting.

The Executive Board meeting adjourned at 3:40 p.m.

The next meeting is scheduled for November 16<sup>th</sup> at 1:30 p.m. at the ISDH Building in Rice Auditorium.